

Message Text

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PAGE 01 TAIPEI 02815 060252Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
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R 060251Z MAY 78
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 7324

UNCLAS TAIPEI 02815

FOR BED/OIM/EA - KELLY

E.O. 11652: NA
TAGS: BEXP, TW
SUBJECT: CLOSING DAY REPORT

1. CONSTRUCTION USA - '78
2. U.S. TRADE CENTER, TAIPEI, MAY 1-5, 1978.
OFFSIDE: CHUNG HWA SPORTS & CULTURAL CENTER.
3. 19 PARTICIPANTS, 42 EXHIBITORS
 - A. NTM 25
 - B. OTM 17
4. \$1,962,000
 - A. 630,000 (NTM)
 - B. 1,332,000 (OTM)
5. \$17,267,000
 - A. 6,177,000 (NTM)
 - B. 11,090,000 (OTM)

6. 1

7. 5

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8. 0

9. N/A

10. 3,293 (UNOFFICIAL)

11. MR. LEONARD DECKER, REPRESENTING BLAW-KNOX CONSTRUCTION EQUIPMENT CORP., PROJECTED FUTURE SALES OF \$700,000 AND HAD HIGH PRAISE FOR EVENT WITH FOLLOWING COMMENT: "EXCELLENT OPPORTUNITY TO DISCUSS DIRECTLY WITH MAJOR USERS OF OUR TYPE OF EQUIPMENT NEED FOR LOCAL USE AS WELL AS FOR ROAD PROJECTS BY TAIWAN CONTRACTORS IN SAUDI-ARABIA. -- CONSTRUCTION USA '78 BROUGHT IN 90 OF THE POTENTIAL CUSTOMERS FOR OUR TYPE OF MACHINERY. IDEAL EXHIBIT TO BRING CUSTOMER, MANUFACTURER AND DISTRIBUTOR TOGETHER.--" CLEARED FOR PUBLICATION EXCEPT FOR SALES FIGURE.

12. EXHIBITION OPENING CEREMONY WELL ATTENDED MONDAY P.M., MAY 1, BY 145 HIGH LEVEL INDUSTRY AND GOVERNMENT OFFICIALS. HEAVY DOWNPOUR THROUGHOUT THE DAY AND EVENING DID NOT DAMPEN ENTHUSIASM OF VISITORS. TUESDAY THROUGH FRIDAY, THE WEATHER WAS CLEAR AND FREE OF RAIN WHICH PERMITTED UNINTERRUPTED DISPLAY OF OUTSIDE AND INSIDE EXHIBITS. EXHIBITORS WERE VOCAL IN THEIR PRAISE OF THE EXHIBITION AND ALL REPORTED THAT THEY ACHIEVED THEIR PRIMARY OBJECTIVE FOR PARTICIPATING.

ALTHOUGH ONLY ONE EXHIBITOR WAS ACTIVELY SEEKING A REPRESENTATIVE FOR HIS PRODUCTS IN ROC, 5 AGENCY AGREEMENTS WERE ACTUALLY NEGOTIATED DURING THE EVENT. GRAVELY DIVISION, CLARKE-GRAVELY CORP., THE ONLY UNCLASSIFIED

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EXHIBITOR REPORTEDLY SEEKING REPRESENTATION, SIGNED AGENT DURING EVENT, SOLD ALL EQUIPMENT ON DISPLAY, AND RECEIVED EXCELLENT PUBLICITY FOR AGENT WITH A SIGNING CEREMONY AT THE BOOTH. SULLIVAN

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NNN

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